



News Release

Teradata Scores Highest in All Use Cases in 2017 Gartner Report: Critical Capabilities for Data Management Solutions for Analytics

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Teradata notes that in briefings, customers consistently affirm continuing loyalty

SAN DIEGO, March 22, 2017 - Gartner has given Teradata the highest product scores in all four data management use case categories (Traditional, Operational, Logical and Context-Independent) in its report, "Critical Capabilities for Data Management Solutions for Analytics" issued March 16, 2017 by analysts Rick Greenwald, Donald Feinberg, and Adam M. Ronthal. Teradata (NYSE: **TDC**), a leading analytics solutions company, is one of 20 database vendors evaluated in the new report, which is a companion note to the **Magic Quadrant for Data Management Solutions for Analytics**, published February 20, 2017, where Teradata was a leader and positioned the furthest for Completeness of Vision.

In the first of its Key Findings, Gartner characterized the current landscape: "Traditional data management solutions for analytics (DMSA) vendors have integrated nonrelational access and functionality into their products and regained dominant positions in the market."

"Teradata's dominance in the new Critical Capabilities evaluation underscores its status as the definitive database solution for analytics – in any and every possible use case," said Oliver Ratzesberger, Executive Vice President and Chief Product Officer. "This is a huge accomplishment, and reflects our **logical data warehouse** approach, represented by our Teradata® Unified Data Architecture™ including Teradata Aster Analytics and **Hadoop**. This gives our customers more emphatic validation than ever before; that Teradata not only designs – but defines – the most powerful data management solutions for transformational business outcomes across industries. The strong sense of loyalty noted in the report indicates that our customers instinctively recognize Teradata's technological and business leadership."



The new norm in data management today increasingly combines cloud and on-premises in hybrid configurations. **Teradata IntelliCloud™**, recently introduced, is the next generation secure managed cloud offering that provides data and analytic software as a service. It is available with new deployment choices including **Teradata IntelliFlex™**, the company's flagship enterprise data warehouse platform.

Teradata is building on its dominating performance and customer loyalty by growing its **business consulting practice**. Today, more customers rely upon Teradata's visionary and pragmatic innovations to guide them in **technology-enabled business strategy**. This data-savvy expertise is in high demand as the market has matured and now recognizes that data is any organization's most valuable asset and potential differentiator. Turning data into profitable revenue streams, Teradata's consultants, technologists and scientists know how to use the greatest data management technology to produce the greatest business outcomes.

Relevant News Links

- To view the complete Gartner Critical Capabilities report **click here**.
- Disruption and Leadership on Gartner's DMSA Magic Quadrant: Oliver Ratzesberger blog on the Gartner MQ for Data Management Solutions for Analytics
- Access the 2017 Gartner Magic Quadrant for Data Management Solutions for Analytics report – on our microsite.
- Read more about how Teradata is blending commercial and open source: **An Industry First: Teradata Debuts Open Source Kylo™** to Quickly Build, Manage Data Pipelines:
- Teradata to introduce the next wave of Big Data Analytics, IoT and Cloud Technology at the upcoming **Teradata PARTNERS Conference and EXPO**

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About Teradata

At Teradata, we believe that people thrive when empowered with trusted information. We offer the most complete cloud analytics and data platform for AI. By delivering harmonized data and trusted AI, we enable more confident

decision-making, unlock faster innovation, and drive the impactful business results organizations need most. See how at **Teradata.com**.

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